



WEWS

ORDER

Print Date 10/29/12

Page 1 of 4

Flight Dates **10/30/12-11/06/12**

Contract / Revision **315896 /**

Original Date / Revision
10/25/12 10/25/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product

OFA Sked C Week 10.30-11.06.12

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1904**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	61	\$129,348.75	\$152,175.00	0.00
Totals	61	\$129,348.75	\$152,175.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	61	\$129,348.75	\$152,175.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/30/12	11/05/12	SU Kaleidoscope SU Kaleidoscope	CM	10-1030a	-----S	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S	1		\$175.00		0.00						
N 2	WEWS	10/30/12	11/05/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Page 2 of 4

Contract / Revision **315896** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked C Week 10.30-11.** Estimate # **1904**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/30/12	11/05/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	1		\$250.00		0.00						
N 3	WEWS	10/30/12	11/06/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	1	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	2		\$650.00		0.00						
Week:		11/06/12	11/12/12	-T-----	1		\$650.00		0.00						
N 4	WEWS	10/30/12	11/05/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	2		\$650.00		0.00						
N 5	WEWS	10/30/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	4		\$700.00		0.00						
Week:		11/06/12	11/12/12	-T-----	1		\$700.00		0.00						
N 6	WEWS	11/03/12	11/03/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S-	1		\$550.00		0.00						
N 7	WEWS	11/03/12	11/03/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S-	1		\$900.00		0.00						
N 8	WEWS	11/04/12	11/04/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	-----S	1		\$900.00		0.00						
N 9	WEWS	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	4		\$650.00		0.00						
Week:		11/06/12	11/12/12	-T-----	1		\$650.00		0.00						
N 10	WEWS	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	4		\$650.00		0.00						
N 11	WEWS	10/30/12	11/06/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	1	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	4		\$1,600.00		0.00						
Week:		11/06/12	11/12/12	-T-----	1		\$1,600.00		0.00						
N 12	WEWS	10/30/12	11/06/12	M-F 12-1230pm News 12-1230p News	CM	12-12:30p	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	4		\$1,200.00		0.00						
Week:		11/06/12	11/12/12	-T-----	1		\$1,200.00		0.00						
N 13	WEWS	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$850.00	P-1	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WEWS

Print Date: 10/29/12

Page 3 of 4

Contract / Revision **315896** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked C Week 10.30-11.** Estimate # **1904**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WEWS	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$850.00	P-1	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$850.00		0.00			
N 14	WEWS	10/30/12	11/05/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$1,600.00		0.00			
N 15	WEWS	10/30/12	11/06/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$1,000.00		0.00			
		Week:	11/06/12	11/12/12			-T-----		1	\$1,000.00		0.00			
N 16	WEWS	10/30/12	11/05/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$1,000.00		0.00			
N 17	WEWS	10/30/12	11/05/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					1	\$1,200.00		0.00			
N 18	WEWS	10/30/12	11/05/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$1,500.00		0.00			
N 19	WEWS	10/30/12	11/05/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$1,500.00		0.00			
N 20	WEWS	11/05/12	11/05/12	Monday DWS Monday DWTS	CM	8-10p	M-----	:30	1	\$22,000.00	P-1	0.00	NM	1	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	M-----					1	\$22,000.00		0.00			
N 21	WEWS	11/05/12	11/05/12	Monday Prime C CASTLE	CM	10-11p	M-----	:30	1	\$18,000.00	P-1	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	M-----					1	\$18,000.00		0.00			
N 22	WEWS	10/30/12	10/30/12	Tuesday Prime A DWTS Results	CM	8-9p	-T-----	:30	1	\$22,000.00	P-1	0.00	NM	1	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-T-----					1	\$22,000.00		0.00			
N 23	WEWS	10/31/12	10/31/12	Wednesday Prime C NASHVILLE	CM	10-11p	--W----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	--W----					1	\$6,000.00		0.00			
N 24	WEWS	11/01/12	11/01/12	Country Music Awards Country Music Awards	CM	8-11p	---T---	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	---T---					1	\$8,000.00		0.00			
N 25	WEWS	11/04/12	11/04/12	Sunday Prime B Once Upon A Time	CM	8-9p	-----S	:30	1	\$18,000.00	P-1	0.00	NM	1	\$18,000.00



WEWS

Print Date: 10/29/12

Page 4 of 4

Contract / Revision **315896** Flight Dates **10/30/12-11/06/12** Hiatus Dates
Original Date / Revision 10/25/12/ 10/25/12 Order Sep 00:20:00
Advertiser **Obama / Democrat / Presid** Product **OFA Sked C Week 10.30-11.** Estimate # **1904**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N25	WEWS	11/04/12	11/04/12	Sunday Prime B Once Upon A Time	CM	8-9p	-----S	:30	1	\$18,000.00	P-1	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$18,000.00		0.00			
N26	WEWS	11/04/12	11/04/12	Sunday Prime D 666 Park Ave	CM	10-11p	-----S	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$6,000.00		0.00			
Totals														61	\$152,175.00